TRIAL EXHIBIT 5894

From: David Hofert
To: Dave Hofert
Sent: 2/6/2012 4:59:08 PM
Subject: NOTES: ██████████

- Looks at devices for how we bring our Health Management platform to bear
- What is the value add?
- ████████
- █████ offering – collect data and then put stuff up in the cloud
- apparently they went with Android
- some guys weren't happy
- how do we go to version 2?
- Java team connections
- Connected to ████████
- talk to ██████████, sit on board
- devices are small – need something that doesn't take a lot of cycles
- talked to them originally around embedded DB – but it didn't have any play
- aggregator hubs
- ████████ – about a year ago
- did a prototype to do the aggregation
- want to put something together to demonstrate the business value of Java

- ████████
- good org for device manufacturers
- but have trouble driving adoption at the consumer level
- products on the shelf – hard to express the value – $24-$30 is average, but this one is $100
- so why
is it better? It says connected, but what's the value?
- there hasn't been a face for ████████ for a while
- got to the cloud discussion
- so we took a bigger position in ████████ this year
- up to 56 devices are ████████ertified
- tele-health, tele-medicine devices
- bumped investment in the org, now on the board
- we'll be the face for ████████ – show our analytics
- show how you'll get the value
- everybody wants this!

- Objective for OOW
- want to do something interesting with Komen
- Reid knows that they'll just jump at it
- bottom line:
- this demo of 50K medical devices – we have stuff that will demonstrate
- Komen walks
- good friend is a nurse – never been able to do this walk
- what if you could wear a pink pedometer on that day and report in
- give everyone a pedometer
- 50-70k pedometers
- would you like to participate in "walk for the cure" – add it to the registration
- pick up your laptop bag & your pedometer
- register
- Komen stations where you can wave your pedometer over a pad
- Corporate cup – Kaiser Permanente – donate $5/person

- Setup
- need Health management SW up in the cloud
- need these Komen stations w/ good UIs
- need to integrate into the registration process – scan badge & box for pedometer
- need a device

- Activity
- talking to corporate giving, branding & marketing, etc.

- Have a lot of work to do

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

TRIAL EXHIBIT 5894

CASE NO. 10-03561 WHA

DATE ENTERED _____

BY _____
DEPUTY CLERK

OAGOOGLE2000062995

- At Komen station █████████████████████████████
- device side
- ████
- missing:
- infrastructure to stand up all the requests
- create consumer-friendly UIs
- ██
- steps to create the registration and user pages
- by end of Feb go/no-go
- need the registration component ready by March
- meters right now - best bid $20 cost A&D
- includes NFC
- includes branding
- ████████ said they'd give us the station gear
- find hardware in the cloud to support the data
- need a SW team
- ████ - don't have anything - no equipment, no budget
- can work the biz contacts

Ask
- case study - get a writer to follow around the process
- if we actually get 50K devices out in the field - we'd be the largest tele-health network in the world

AI: pointers JavaOne FX demo
AI: software on devices

Assembled a plan / pictures - executive

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